



# MONTANA LEGISLATIVE BRANCH

## Legislative Fiscal Division

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Director  
AMY CARLSON

EXHIBIT 12  
DATE Feb 3, 2011  
HB                     

DATE: January 28, 2011  
TO: Senator Jon Sonju  
FROM: Barbara Smith, Senior Fiscal Analyst  
RE: Aquatic Nuisance Species

A handwritten signature in dark ink, appearing to read "Barbara Smith", is written over the "FROM:" line of the memo.

Recently my colleague, Cathy Duncan, requested additional information for you regarding the aquatic nuisance species program and funding. For the ease of us all, I have opted to provide the information in memo form.

Prior to the 2009 legislative session, aquatic nuisance species (ANS) activities were funded with grants from US Fish and Wildlife Service (USFWS) and the Pacific State Marine Fisheries Commission to the Fisheries program in the Department of Fish, Wildlife and Parks. However, those funds were declining and/or ending. This became the impetus for FWP to seek additional funding from the 2009 Legislature. In the end, FWP was granted \$291,570 for the FY10/11 biennium for ANS activities.

Also included in the 2009 Legislative Session was Senator Jackson's SB 343. This legislation, which was passed and approved, created the aquatic nuisance species act. The lead agency was established as the Department of Agriculture (MDA) who would work with FWP. The corresponding activities were funded in HB 2 with \$667,000 of one-time-only general fund for the biennium. During the appropriations process, AG provided additional information regarding the development and management of the program. I have attached that information as a reference, as well as the memo of understanding between AG and FWP.

This session, FWP requested funds to restore unspent authority in the base year of approximately \$55,000 per year. The Natural Resources Joint Appropriations Sub-Committee did approve this request. In addition, the subcommittee added \$100,000 of general license funds each year of the biennium restricted for the purpose of increasing the number of inspections and the availability of boat washing stations. FWP provided testimony that a program evaluation was underway regarding the public relations campaign "Don't move a mussel" and committed to provide a copy when completed. A description of the public relations campaign is attached. The following is an excerpt from the budget analysis regarding the status of ANS program:

### Examination of Program Outcomes

*The original proposal to the 2009 Legislature included additional information regarding the outcomes of funding the Aquatic Nuisance Species (ANS) program. The information included proposed measurable*

*objectives to determine program successes in the future, including the production of ANS-related education materials and presentations given, meeting annual reporting requirements, and the level of prevention and spread of ANS in Montana. The legislature may wish to examine the 2010 outcomes provided by the agency below prior to acting on the proposal.*

*The Inspect, Clean, Dry campaign was launched for the 2010 boating season and is ongoing. A variety of materials were used in the outreach campaign including 12 billboards, 500 metal signs for Fishing Access Sites and boat ramps, and direct mailings to 50,000 boaters and anglers. Outreach efforts also included presentations to angling groups and distribution of other print materials including brochures, flyers, media packets, bumper stickers and posters. In the last year, 334 events for 7,258 K-12 children have been conducted. Advertisements were purchased in 15 Montana newspapers, on the Northern Broadcasting network, with Bresnan and also on MT Outdoor Radio. Tailgate wraps are being used as a novel advertising approach on FWP trucks to help spread the message.*

*Watercraft inspections were conducted statewide on over 50 different waters. Over 3,000 watercraft were inspected. Early detection monitoring was conducted at 600 sites on 77 waters statewide. FWP worked closely with the counties and Montana Department of Agriculture to help identify the distribution of Eurasian Water milfoil. In November 2010 organisms were identified in water samples from Flathead Lake that displayed characteristics consistent with zebra or quagga mussels. At this time, it has not been confirmed as either zebra or quagga mussels. FWP is currently working to confirm or deny the find.*

*The Department of Agriculture's (MDA) budget request includes the restoration of the \$667,000 one-time-only general fund approved in the last session. This department's budget is not scheduled to be heard until Monday, February 7<sup>th</sup>. The subcommittee is scheduled to take executive action on the budget the following day. Below is the issue I wrote regarding the budget request.*

*Program Progress and Funding Details are Lacking*

*The executive is requesting funding to continue the invasive species program created in the 2009 Legislature with the passage and approval of SB343. The 2011 biennium budget included a biennial one-time appropriation of \$333,500 per year. The legislature conditioned the appropriation as biennial to determine base costs and allow the agency some flexibility in the first year of the program. The executive is requesting that this funding be granted again in the 2013 biennium and restricted as one-time-only.*

*There are two items for the legislature to consider when deliberating this decision package. One, the agency had specific goals for the 2011 biennium; progress towards those goals needs to be examined. And second, during FY 2010, the program expended \$229,921 (\$103,579 less than the requests.)*

*A key goal for the 2011 biennium was to complete a state strategic plan by December of 2010. Other activities were to include public education about the risk, prevention, and detection of invasive species and the coordination of activities across state agencies. As of this writing, a strategic plan has not been completed. The program, in conjunction with Fish, Wildlife and Parks did launch a public relations campaign and coordinated inspection activities. The legislature may wish to receive an update on these activities to determine progress toward the original goals, and determine if the goals of the program need to be realigned or redeveloped given the type of progress made in the 2011 biennium.*

*As stated above, the program expended \$229,921, (\$103,579 less than the request of \$333,500 per year.) The difference is attributed to \$23,458 to fully fund personal services and an additional \$80,035 for operations, or a 51% increase. The executive request does not provide adequate detail to explain the need for this increase in operations authority. The legislature may wish to acquire this information prior to deliberations on this issue.*

In summary, FWP currently has budget authority of approximately \$392,000 each year of the 2013 biennium for the ANS program in HB 2. MDA does not have any authority for the 2013 Biennium as action has not been taken on that budget. Should you have additional questions, please do not hesitate to contact me. I can be reached at 444-5347, via email: [basmith@mt.gov](mailto:basmith@mt.gov) or in Room 130, next door to Cathy Duncan.

C     Chairman Duane Ankeny  
         Cathy Duncan  
         Quinn Holzer

## New Proposals

New Proposals		Fiscal 2010				Fiscal 2011				
Program	FTE	General Fund	State Special	Federal Special	Total Funds	FTE	General Fund	State Special	Federal Special	Total Funds
DP 3003 - Continue Noxious Weed Trust Fund Grants Increase										
30	1.00	0	420,541	0	420,541	1.00	0	420,565	0	420,565
DP 3005 - Invasive Species Advisory Council										
30	2.00	333,500	0	0	333,500	2.00	333,500	0	0	333,500
DP 3006 - Fertilizer Check Off Research										
30	0.00	0	200,152	0	200,152	0.00	0	200,152	0	200,152
DP 6013 - 2011 Biennium Pay Plan - HB 13										
30	0.00	989	20,357	560	21,906	0.00	2,984	61,468	1,691	66,143
DP 6014 - Pay Plan Lump Sum Payment - OTO										
30	0.00	1,103	22,532	372	24,007	0.00	0	0	0	0
DP 8101 - Increase Vacancy Savings to 7%										
30	0.00	(5,519)	(105,677)	(3,133)	(114,329)	0.00	(5,531)	(105,977)	(3,134)	(114,642)
<b>Total</b>	<b>3.00</b>	<b>\$330,073</b>	<b>\$557,905</b>	<b>(\$2,201)</b>	<b>\$885,777</b>	<b>3.00</b>	<b>\$330,953</b>	<b>\$576,208</b>	<b>(\$1,443)</b>	<b>\$905,718</b>

DP 3003 - Continue Noxious Weed Trust Fund Grants Increase - The legislature approved \$420,000 of state special revenue each year of the biennium to continue the noxious weed trust fund grants at levels established during the 2007 Legislature and approved as one-time-only. This includes funding for 1.00 FTE to assist in managing and monitoring grant projects and the increase in program costs attributed to the increase of the noxious weed trust fund by \$5 million.

DP 3005 - Invasive Species Advisory Council - The legislature approved 2.0 FTE and \$333,500 general fund each year of the biennium to fund the Montana Aquatic Invasive Species Act (SB 343) designed to stop the spread of aquatic invasive species in Montana.

*The following information was utilized as part of the legislative decision making process and will be used for ongoing program evaluation. It was submitted by the agency, edited by LFD staff for brevity and to include any legislative changes.*

## Justification

This proposal is submitted to provide authority to address the threat of invasive species, a mechanism to coordinate the state's efforts, and a state strategic plan. Agencies responsible for combating invasive species have identified areas of authority they lack to prevent the introduction and the ability to respond to the presence of these species. Existing state, federal, and private efforts could be enhanced and more effective if they were coordinated rather than limited (time, people, and funding) individual efforts. Development of the advisory council will serve as the infrastructure needed to coordinate the existing efforts and plan for future needs. A strategic plan is needed to identify and prioritize threats; determine appropriate plans of actions including public awareness, education, prevention, detection (surveying and monitoring), emergency response, management and control, and restoration; coordinate mechanisms; and coordinate resource needs (funding).

## Project Outcomes

- Create an advisory council
- Grant additional authority needed to effectively prevent, respond to, control, and manage invasive species
- Provide a mechanism of collaboration and coordination of invasive species efforts in the state
- Develop a state invasive species strategic plan to guide the state's efforts
- Increase awareness and engage the public

## Performance Criteria

Key progress points include the creation of an advisory council; successful recruitment of 2.00 FTE, an administrative specialist and an administrative assistant; and completion of a statewide invasive species strategic plan.

Progress may also be measured through:

- Administrative rulemaking undertaken
- Education/training efforts completed
- Awareness products produced, i.e., brochures, factsheets, website development, billboards
- Surveys conducted
- Inspections completed
- Check stations conducted
- Management areas designated
- Meetings attended (to coordinate, collaborate, and act as a liaison)
- Prevention of invasive species introductions
- Invasive species eradicated, controlled, or managed
- State agency actions completed, i.e., processing of requests such as petitions for noxious weed listing and exotic animal classification decisions

Milestones	<u>Expected Completion Date</u>
Creation of the Montana Invasive Species Advisory Council	July 2009*
Recruitment of administrative specialist and administrative support	July 2009
Identification of immediate threats	December 2009
Awareness/outreach strategy	March 2010
Statewide strategic plan	December 2010
Administrative rule making	June 2011, then as needed
Check stations	On-going, seasonal
Management area designations	On-going, as needed
Coordination/collaboration	On-going
Response to invasive species	On-going

\* Assumes an effective legislation date of July 1, 2009

#### FTE

The work will be completed by the newly formed Montana Invasive Species Advisory Council. The advisory council will be administratively attached to the MDA and staffed by an administrative specialist and administrative assistant whose primary responsibilities will be to accomplish the goals of the council.

#### Funding

The funding is proposed as a one-time-only general fund appropriation. It is estimated that the Invasive Species Advisory Council and staff functions will be ongoing. Costs in the 2013 biennium to the general fund are estimated to be \$500,000 each year.

#### Obstacles

Challenges to implementing this proposal include:

- Coordinating individuals, organizations, and agencies involved in invasive species within the state and the regional and national level
- Effectively educating and engaging the public
- Managing invasive species entry points into the state
- Adequately funding invasive species efforts, particularly those related to emergency response

#### Risk

If the proposal is not adopted, the infrastructure will not be established and a well coordinated effort will not be realized. The proposal includes the completion of an invasive species statewide strategic plan to guide the state. If the proposal is not adopted, a statewide strategic plan will not be completed. The proposal identifies the needed funding to accomplish the purpose of the proposal. If the proposal is not adopted, the funding will not be available.

**Montana Department of Agriculture**  
and  
**Montana Fish, Wildlife & Parks**

**Aquatic Invasive Species Act Cooperative Agreement**

**Agreement # 11-30-027**

Invasive species have the potential to damage the economy, environment, recreational opportunities and human health of Montana. The 2009 Montana Legislature created the Montana Aquatic Invasive Species Act ("Act") as a cost-effective and proactive means to help prevent aquatic invasive species infestations in Montana. Montana must take concerted actions to prevent, detect, control and manage invasive species. The best strategy for preventing the introduction, importation and infestation of invasive species is through coordinated educational and management activities. The Act acknowledges that there are no changes in the legal jurisdiction of either department for the prevention and control of invasive species. Montana Department of Agriculture (MDA) has lead jurisdictional authority on aquatic invasive plants, insects, and plant pests. Montana Fish, Wildlife & Parks (FWP) has the lead jurisdictional authority for all other zoological aquatic invasive species.

The Act supports and enhances the aquatic invasive species (AIS) efforts of both departments and seeks to ensure coordination of agency roles/responsibilities when there may be overlapping jurisdiction. However, the overall AIS coordinating authority is shared between MDA and FWP based on each department's jurisdictional authorities. The Act also recognizes that the departments may share concerns and responsibilities over some aquatic invasive species and seeks to provide collaboration and coordination between them whenever possible. To achieve this objective, the Act directs the agencies to develop cooperative agreements that further clarify agency roles/responsibilities if there are questions about which agency has lead jurisdiction or when there is overlapping interest in a specific aquatic invasive species. Cooperative agreements may also be used to transfer funding from MDA to FWP (or other parties) for implementing AIS priority activities with funding authorized through the AIS Act.

**Purpose and Goals**

The purpose of this agreement is to establish a mechanism for Montana to take concerted action to prevent, detect, control and manage invasive species. This agreement is intended to clarify each agency's specific roles and responsibilities relative to management of aquatic invasive species in Montana, to communicate those responsibilities to other interested agencies/organizations, and to ensure the use of limited funding for maximum effectiveness. Another important purpose of this agreement is to clarify how the Act fits into the existing authorities of both agencies.

The departments seek to:

- Work together to prevent, detect, control and manage aquatic invasive species;
- Enhance department and public program cooperation;
- Seek and distribute additional funding to support AIS programs;

- Improve efficiency and consistency;
- Increase public, industry and other government agency awareness and participation;
- Increase speed and availability of data and information sharing between departments and other agencies;
- Prevent the introduction and spread of aquatic invasive species; and
- Collaborate on emergency responses.

### **Department Commitments:**

#### **Department Roles and Responsibilities for Collaboration/Cooperation**

Department cooperation is intended to provide an efficient and effective partnership based on a common goal of protecting Montana from damages caused by aquatic invasive species. The departments will work together to implement their respective responsibilities to protect Montana against the threat of aquatic invasive species.

The Act recognizes the existing jurisdictional authorities of both departments and acknowledges each agency's responsibility for coordinating the prevention and control of invasive species according to their existing authorities and duties. While each department will use their existing authority and jurisdiction to address issues, each department recognizes that other departments and agencies may also have interests, concerns and a role or responsibility. The departments, in recognizing those other concerns and roles, will work toward a cooperative approach that allows the departments to address issues associated with the aquatic invasive species of concern. The Act directs MDA to take the lead in coordinating development of cooperative agreements with other agencies to clarify their respective responsibilities.

To aid in collaboration of aquatic invasive species issues, the departments will:

- Share information related to travel, public outreach, and planned aquatic invasive species activities, both before and after the activity to provide awareness by both departments (see attachment)
- Implement specific responsibilities identified under the Act, e.g., aquatic invasive species list, Montana AIS Strategic Plan, check stations, and public education and awareness;
- Whenever possible, use uniform concepts and messaging;
- Share data and information regarding all aquatic invasive species;
- Provide each other with quarterly summary information on AIS issues so that each agency is fully aware and adequately informed. Exchange of information should occur more frequently when issues arise;
- Collaborate on preparation and presentation of a joint report to the Montana Legislature on FY10 and 11 accomplishments as a result of the Montana AIS Act;
- Collaborate on the designation of invasive species management areas; and
- Collaborate on requests for a declaration of an aquatic invasive species emergency from the Governor.

### **Invasive Species Strategic Plan**

The departments will jointly prepare an executive level Aquatic Invasive Species Strategic Plan. MDA will prepare an overall introduction to the AIS Strategic Plan with input/review from FWP. The strategy will include prevention, detection, control, and emergency response.

Both departments will cooperatively develop a strategic plan annually that will not only reference other long term plans but provide a framework and guide for the next 12 months of planned activities. Initial drafts of each department's portions of the strategic plan will be provided to the other department by January 1<sup>st</sup> and finalized and made available to the public by March 15<sup>th</sup>. Draft reports of actions completed under the plan will be prepared and shared with the other agency by October 15<sup>th</sup>.

### **Invasive Species Notification**

Each department agrees to notify the other department within three business days of the discovery of any suspected AIS within the jurisdiction of the other agency, and to notify the other department within three business days upon confirmation of any aquatic invasive species within the department's jurisdiction. The primary contact at MDA is the MDA invasive species coordinator and secondarily the MDA noxious weed coordinator. The primary contact at FWP is the FWP aquatic nuisance species coordinator. Each department will treat the notification as preliminary and confidential until otherwise notified that the information may be released. The agency with primary jurisdiction will be the lead in public notification and dissemination of information.

### **Public Education and Awareness**

The departments will jointly develop and implement a public education and awareness strategy. The FWP Communications and Education Bureau will serve as the lead. MDA will provide additional details and identify specific actions and approaches for the nursery and pet trade industries as it relates to AIS responsibilities and will collaborate with FWP on implementation. Because public education and awareness is an on-going element of AIS, the agencies will meet periodically to discuss current and future needs and modify the strategy as needed.

### **Aquatic Invasive Species List(s)**

The departments will each prepare and maintain a list of aquatic invasive species within their jurisdiction and will identify other departments and other public agencies with overlapping jurisdiction or interests in each species. These lists will be shared whenever updated or changed.

### **Invasive Species Management Areas**

The departments will collaborate with one another and other key stakeholders when proposing an aquatic invasive species management area designation. An Invasive Species Management Area form will be used to formally notify the other department of the proposal and to provide the necessary information for review. The department proposing the management area will receive and consider input provided before finalizing a management area designation. MDA will consult with FWP on Fishing Access Site (FAS) signage and bait issues. FWP must take affirmative action on bait issues that will require processing through the FWP Commission and which may take up to 90 days to complete unless an emergency exists. Both departments will seek as much



public, private, and governmental input as practical when pursuing establishment of a management area.

**Permits for Possession and/or Transfer of Aquatic Invasive Species**

The departments will work together to develop a permit process and form(s) that meets both department's needs. A copy of any permit issued will be provided to the other department.

**Enforcement, penalties and regulatory authorities**

The departments will inform each other of any enforcement or regulatory action pending or imposed. The MDA Invasive Species Coordinator will use regulatory information, in addition to other information, to prepare legislative reports.

**In addition, MDA will:**

- Provide statewide, regional and national coordination for Montana on aquatic invasive plants, insects, and plant pests. Coordination will be through the designated MDA invasive species coordinator in collaboration with FWP;
- Coordinate primarily with the FWP Aquatic Nuisance Species Coordinator and secondarily with the Fish Hatchery Section Supervisor to provide updated information on invasive species issues so that FWP is aware of and informed about important invasive species issues as they arise;
- Sponsor meetings to bring together departments, agencies, organizations and other interested parties to facilitate communication, public input, and information exchange;
- Prepare Invasive Species, Noxious Weed and Pest Management Plans and provide executive summaries for inclusion in a statewide AIS Strategic Plan;
- Conduct education and awareness outreach on invasive species to groups traditionally associated with MDA, including: irrigators, Farm Bureau, and other agriculture-based organizations;
- Provide funding, authorized by the Montana Legislature or deposited in the "Invasive Species Account" established by the Legislature for aquatic invasive species work, to FWP or other groups/organizations to supplement ongoing aquatic invasive species work;
- Conduct invasive species check stations at borders and along major transportation corridors to educate and inspect boaters, recreational users and the general public on invasive species;
- Expand the number of invasive species check stations as funding becomes available;
- Continue to implement MDA actions under the Montana ANS Management Plan; and
- Coordinate the development of a joint legislative aquatic invasive species report addressing the FY10 and 11 accomplishments of the AIS Act.

**In addition, FWP will:**

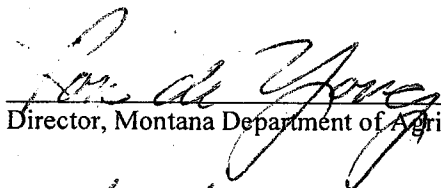
- Provide statewide, regional and national coordination for Montana on aquatic nuisance species (ANS) by the FWP aquatic nuisance species coordinator in collaboration with MDA;
- Coordinate primarily with the MDA Invasive Species Coordinator and secondarily with the Noxious Weed Coordinator to provide updated information on ANS issues so that MDA is aware of and informed about important ANS issues as they arise;
- Provide an executive summary for the FWP ANS program to MDA for inclusion in a statewide AIS Strategic Plan;

- Expand the statewide early detection and surveillance monitoring program for quagga/zebra mussels and other aquatic invasive species under the jurisdiction of FWP as funding becomes available;
- Continue to operate the regional veliger mussel lab for early detection;
- Conduct boat inspections at high profile waters to educate anglers/boaters on aquatic invasive species;
- Expand the number of boat inspection sites as funding becomes available;
- Continue to implement FWP actions under the Montana ANS Management Plan. The FWP ANS Coordinator will lead the coordination and preparation of plan updates and annual progress reports. Annual progress reports will be prepared, disseminated and made available to the general public and to local, state and federal decision makers; and
- Revise and update the ANS Plan as needed in collaboration with MDA, other state, federal, tribal and local agencies and interested parties.

**Terms of Cooperative Agreement:**

This cooperative agreement shall be effective upon the last signature date. This agreement may be modified only in writing by mutual agreement of both department directors. This agreement will remain in effect through June 30, 2011 unless terminated in writing by signature of one or both department directors.

**Signature Approvals:**

  
Director, Montana Department of Agriculture

10/18/10  
Date

  
Director, Montana Fish, Wildlife & Parks

10/15/10  
Date

# **MONTANA AQUATIC INVASIVE SPECIES PUBLIC INFORMATION PLAN**

## **Stop Aquatic Hitchhikers — Inspect • Clean • Dry**

This public information plan will guide State of Montana communications directed toward the containment and prevention of the spread of aquatic invasive species (AIS).

This plan is aimed at changing behaviors. It identifies key groups, including nonresidents, that need to know about AIS's destructive threats and behaviors that must change. It lists communication obstacles related to each audience, messages to deliver, and targeted communication techniques. The plan includes action plans that identify responsibilities and due dates for each activity.

## **GENERAL OUTREACH**

### **PROBLEM**

Aquatic invasive species (AIS), also known as aquatic nuisance species (ANS), threaten Montana in many ways, including:

- diminished economic activity
- ruined recreation opportunities
- corrupted ecosystems

AIS are "invading" animals, plants or diseases-carrying pathogens that can harm Montana. They arrive here from other places where their natural predators or pathogens keep their numbers in check. Because their natural predators do not exist in Montana, these invaders can rapidly cause significant problems by:

- killing Montana's fish
- overwhelming Montana's lakes and rivers and the plants that help keep our waters clean
- reducing water-based recreation in Montana
- damaging Montanans' gear, including boats and motors
- clogging Montana's water pipes and hydropower facilities
- jamming our town water supplies
- choking off Montana's agricultural irrigation systems

Montana, unfortunately, is already home to dozens of harmful AIS. These invaders may spread throughout the state and many other AIS could cross state borders and colonize Montana.

### **OBJECTIVE**

- Increase public awareness and understanding of the risks, problems and consequences associated with the introduction and spread of AIS in Montana.
- Change behaviors to prevent introduction and contain the spread of AIS in Montana.

- Instill regular **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** behavior among anglers, boaters, and others when they move boats and gear one body of water to another.

## AUDIENCE

The primary audience will be individuals that have the potential to transport AIS into and around Montana.

- **Anglers—boating and wading**
- **Recreational water users**
  - Water skiers, jet skiers, pleasure boaters
- **Public agency staff working in the field**
  - FWP fisheries biologist and hatchery staff, DNRC hydrographers, USFS fisheries staff and firefighters, USGS aquatic researchers and stream gaugers, US Army Corps of Engineers dam operators, USF&W field and hatchery staff
- **Commercial contractors and equipment based companies**
  - Montana Contractors Association, utilities, dam maintenance personnel, crane operators moored in water, consultants and engineers, mining and logging industries.
- **Nursery, pond and pet trade**
  - Landscapers, consultants, nurseries, landowners with ponds, aquarium buyers and sellers, water gardens, pet stores
- **Educators and researchers**
  - Science teachers
- **Tourism industry**
- **Others...**
  - National Parks
  - Montana Conservation Districts
  - Four-wheelers/organizations
  - Conservation and fishing groups... Trout Unlimited, Walleyes Unlimited, Ducks Unlimited
  - FOAM (Floating Outfitters Association of Montana)
  - Utility companies
  - Irrigation districts
  - Local groups... Flathead Lakers, Georgetown Lake Association, etc.
  - Montana water users association
  - Legislators
  - County commissioners and officials
  - Governor's office

## MESSAGES

- There are three easy steps to help prevent the spread of AIS:
  - **"Inspect • Clean • Dry"** your equipment before moving from one body of water to another.
- AIS are clams, mussels, plants, weeds, and disease-causing pathogens that come into Montana from other places.
- AIS can kill fish; overwhelm lakes and rivers and the plants that help keep our waters clean; reduce water-based recreation; damage gear, including boats and motors; clog Montana's water pipes and hydropower facilities; jam town water supplies; and choke off agricultural irrigation systems.

- AIS can be spread when boats, vessels or anglers move from one body of water to another.

## TECHNIQUES

- Develop AIS and **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** information/fact sheet to provide consistent messages.
- Create information packets for media: print, radio and television.
  - Special emphasis on the outdoor print media
  - Statewide radio public service announcements
  - Television public service announcements
  - Montana Outdoors article on aquatic invasive species
  - Montana Outdoor Radio
  - FWP Television 'Outdoor Reports'
- Create Web page based on **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** campaign.
- Create **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** poster for FWP license providers, tackle shops, boat dealers, FWP headquarters, conservation districts, airports and rest stops and other appropriate venues with a brief summary from the fact sheet.
- Create vehicle wraps with the **" Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** slogan for placement on FWP and other agency vehicles.
- Develop **" Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** message for billboards at key locations throughout Montana.
- Develop consistent regional messages for FWP Information Officers.
- Pursue cooperative efforts with Center for Aquatic Nuisance Species.
- Pursue cooperative efforts with consistent messages with other agencies (F.S., BLM, etc.).

Strategy	Person(s) Responsible	Timeline
Develop AIS and <b>"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"</b> information/fact sheet to provide consistent messages	Ryce/FWP CE	March 1, 2010
Create information packets for media: print, radio and television, with special emphasis on the outdoor print media	Ryce/FWP CE	April 1, 2010
Statewide radio public service announcements	Aasheim/Ryce	Ongoing beginning spring 2010
Television public service announcements	Palmer/Ryce	May 1, 2010
Television Outdoor Reports	Palmer/Gurnett/Greely	May – July 2010
Paid television and radio spots	Palmer/Aasheim	Starting spring 2010
Montana Outdoors article on aquatic invasive species	Dickson	March/April 2010 issue

Create of a Web page	Palmer/Aldrich	April 15, 2010
Create poster for FWP license providers, tackle shops, boat dealers, FWP headquarters, conservation districts, airports and rest stops and other appropriate venues with a brief summary from the fact sheet	FWP regional & Helena Staff	April 15, 2010
Create vehicle wraps with the " <b>Stop Aquatic Hitchhikers—Inspect • Clean • Dry</b> " slogan for placement on FWP and other agency vehicles	Ryce	April 15, 2010
Billboards with the same consistent message at key locations throughout Montana	Aasheim/Ryce	May 1, 2010
Develop consistent regional messages for FWP Information Officers	FWP regional info officers	
Pursue cooperative efforts with Center for Aquatic Nuisance Species	Ryce/Hanson	On going
Pursue cooperative efforts and consistent messages with other agencies (F.S., BLM, etc.)	FWP/D of Ag	On going
Include in existing private company mailings; Northwester Energy, vehicle registrations, etc???	Palmer	

## **SPECIFIC TARGETED AUDIENCES AND EFFORTS**

### **AUDIENCE**

#### **Anglers**

### **PROBLEM**

Many anglers do not know, do not take seriously, the threat AIS pose to Montana waters. Not cleaning wading boots and boats when moving between water bodies is a real and potentially very serious problem.

### **OBJECTIVES**

- Increase public awareness and understanding of the risks, problems and consequences associated with the introduction and spread of AIS in Montana.
- Change behaviors to prevent introduction and contain the spread of AIS in Montana.
- Instill regular **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** behavior among anglers when they move boats and gear one body of water to another.
  - As waders and wading shoes wear out, consider switching from felt to rubber soles.

### **MESSAGES**

- There are three easy steps to help prevent the spread of AIS:
  - **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** your equipment before moving from one body of water to another.
- AIS are clams, mussels, plants, weeds, and disease-causing pathogens that come into Montana from other places.
- AIS can kill fish; overwhelm lakes and rivers and the plants that help keep our waters clean; reduce water-based recreation; damage gear, including boats and motors; clog Montana's water pipes and hydropower facilities; jam town water supplies; and choke off agricultural irrigation systems.
- AIS can be spread when boats, vessels and anglers move from one body of water to another.

### **TECHNIQUES**

- Distribute info flyer/fact sheets and posters to tackle shops, boat dealers, FWP headquarters and license providers.
- Pursue cooperative efforts with groups like Trout Unlimited, Federation of Fly Fishers, FOAM, Montana Wildlife Federation, Walleyes Unlimited to include information in newsletters and other outreach materials they produce.
- Initiate one-on-one visits and exchange of information with outdoor writers with the Montana media.
- Work with national publications such as trout magazines, fly fishermen, etc. to cover the issue and promote the need for action.
- Contact Simms, Orvis, Patagonia, etc. to pursue cooperative efforts, i.e. information message in catalogs on Web sites etc.
- Work with fishing tournament sponsors to provide information to participants.
- Establish check stations on major travel routes and at areas of highest angling use and distribute compelling handouts with simple, consistent message.

- Operate boat-cleaning stations at priority high use locations.
- Develop and distribute 'bio-brushes' and 'dry n die' towels or some other practical reminder.
- Establish informational signing at boat launches and Fishing Access Sites explaining that AIS might be in this water body and encouraging one to take action to prevent the spread.
- Include messages in FWP's Fishing Log Program correspondence.
- Include messages in fishing regulations.
- Include messages in FWP boating regulations.
- Develop 'pop up' with message when fishing licenses are purchased online.

<b>Techniques</b>	<b>Person(s) Responsible</b>	<b>Timeline</b>
Distribute info flyer/fact sheets to tackle shops and license providers	FWP/Regional & Helena staff	April, 2010
Distribute posters to all tackle shops and include informational/educational packet for tackle shop owners and workers	Regional and Helena FWP staff	Spring 2010
Pursue cooperative efforts with groups like Trout Unlimited, Federation of Fly Fishers, FOAM, Montana Wildlife Federation, Walleyes Unlimited to include information in newsletters and other outreach materials they produce	Aasheim/Palmer	Spring 2010
Pursue one-on-one visits and exchange of information with outdoor writers with the Montana media	Ryce	Spring 2010
Work with national publications such as trout magazines, fly fishermen, etc. to cover the issue and promote the need for action	Aasheim	Spring 2010
Contact Simms, Orvis, Patagonia, etc. to pursue cooperative efforts, i.e. information message in catalogs; on Web sites, on products, etc.	Aasheim	Ongoing
Establish check stations on major travel routes and at areas of highest angling use. Distribute compelling handouts with simple, consistent message	FWP/D of Ag	Beginning Spring 2010
Operate boat cleaning stations at priority high use locations	FWP/D of Ag	Spring 2010 and ongoing
Develop and distribute 'bio-brushes' and 'dry n die' towels, and other practical reminders	Ryce	Beginning Spring 2010



Establish informational signing at boat launches and Fishing Access Sites explaining that AIS might be in this water body and encouraging one to take action to prevent the spread. Working with Bureau of Rec./Corps of Engineers, and others	Ryce/Kuser	Beginning Spring 2010
Work with fishing tournament sponsors to provide information to participants	Ryce	On going
Include messages in FWP's Fishing Log Program correspondence	Ryce/Zackheim	ongoing
Include messages in FWP fishing regulations	Zackheim	Done
Develop 'pop up' when a fishing licenses are purchased online.	Palmer	Feb. 2010

# **SPECIFIC TARGETED AUDIENCES AND EFFORTS**

## **AUDIENCE**

**Recreational water users: boaters; water skiers; jet skiers**

## **PROBLEM**

Many boaters, water skiers, jet skiers are not aware of the threat AIS pose to Montana's lakes, streams and rivers and associated recreational opportunities. As a result in some instances boaters are transporting AIS into Montana and among state waters.

## **OBJECTIVES**

- Increase public awareness and understanding of the risks, problems and consequences associated with the introduction and spread of AIS in Montana.
- Change behaviors to prevent introduction and contain the spread of AIS in Montana.
- Instill regular **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** behavior among anglers, boaters, and others when they move boats and gear one body of water to another.

## **MESSAGES**

- There are three easy steps to help prevent the spread of AIS:
  - **"Inspect • Clean • Dry"** your equipment before moving from one body of water to another.
- AIS are clams, mussels, plants, weeds, and disease-causing pathogens that come into Montana from other places.
- AIS can kill fish; overwhelm lakes and rivers and the plants that help keep our waters clean; reduce water-based recreation; damage gear, including boats and motors; clog Montana's water pipes and hydropower facilities; jam town water supplies; and choke off agricultural irrigation systems.
- AIS can be spread when boats, vessels or anglers move from one body of water to another.

## **TECHNIQUES**

- Send direct mail postcards with **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** messages to all licensed boat owners in Montana.
- Distribute info flyer/fact sheets to boat dealers.
- Distribute info flyer/fact sheets to marinas.
- Pursue cooperative efforts with groups like Trout Unlimited, Federation of Fly Fishers, Montana Wildlife Federation, Walleyes Unlimited to include information in newsletters and other outreach materials they produce.
- Pursue one-on-one visits and exchange of information with Montana outdoor writers.
- Work with local boating groups such as Flathead Lakers, sailing clubs, etc.
- Establish check stations on major travel routes and at areas of highest angling use. Distribute compelling handouts with simple, consistent message.
- Operate boat-cleaning stations at priority high use locations.
- Develop and distribute 'bio-brushes' and 'dry n die' towels as a practical reminder.
- Establish informational signing at boat launch sites and Fishing Access Sites explaining that AIS might be in this water body and encourage action to prevent the spread.
- Explore handouts for counties when boats are registered, decals issued.

<b>Techniques</b>	<b>Person(s) Responsible</b>	<b>Timeline</b>
Send direct mail postcards with " <b>Stop Aquatic Hitchhikers—Inspect • Clean • Dry</b> " messages to all licensed boat owners in Montana.	FWP?	April, 2010?
Distribute info flyer/fact sheets to boat dealers and marinas.	FWP	April, 2010
Pursue cooperative efforts with groups like Trout Unlimited, Federation of Fly Fishers, Montana Wildlife Federation, Walleyes Unlimited to include information in newsletters and other outreach materials they produce.	Aasheim/Palmer	Spring 2010
Pursue one-on-one visits and exchange of information with Montana outdoor writers.	Ryce	Spring 2010/Ongoing
Work with local boating groups such as Flathead Lakers, sailing clubs, etc.	Ryce/Hanson	Ongoing
Establish check stations on major travel routes and at areas of highest angling use. Distribute compelling handouts with simple, consistent message.	FWP/D of Ag	Beginning Spring 2010
Operate boat-cleaning stations at priority high use locations.	FWP/ D of Ag	Spring 2010
Develop and distribute 'bio-brushes' and 'dry n die' towels or some other practical reminder.	Ryce	Beginning Spring 2010
Establish informational signing at boat launch sites and Fishing Access Sites explaining that AIS might be in this water body and encourage action to prevent the spread.	Kuser/Ryce	Beginning Spring 2010
Explore handouts for counties when boats are registered, decals issued.	Lodman	Feb. 2010

## **SPECIFIC TARGETED AUDIENCES AND EFFORTS**

### **AUDIENCE**

**Public agency staff working in the field**

### **PROBLEM**

Many public agency staff who work in the field are not aware that they are the potential vectors of AIS, nor are they aware of the threat AIS pose to Montana's lakes, streams, rivers and associated activities. As a result, cleaning equipment used in performing their jobs—such as wading boots, boats and other gear—is not a common practice.

### **OBJECTIVE**

- Increase public agency field staff awareness and understanding of the risks, problems and consequences associated with the introduction and spread of AIS in Montana.
- Change behaviors to prevent introduction and contain the spread of AIS in Montana.
- Instill regular **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** behavior among public agency field staff as a regular procedure when they move boats and gear one body of water to another.

### **MESSAGES**

- There are three easy steps to help prevent the spread of AIS:
  - **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** your equipment before moving from one body of water to another.
- As a public agency field worker, you have the potential to spread AIS because of your work related activities, particularly because you so frequently move from one body of water to another.
- AIS are clams, mussels, plants, weeds, and disease-causing pathogens that come into Montana from other places.
- AIS can kill fish; overwhelm lakes and rivers and the plants that help keep our waters clean; reduce water-based recreation; damage gear, including boats and motors; clog Montana's water pipes and hydropower facilities; jam town water supplies; and choke off agricultural irrigation systems.
- AIS can be spread when boats, vessels and anglers move from one body of water to another.

### **TECHNIQUES**

- Develop agency training with practical, compelling reasons for compliance with recommended procedures.
- Develop presentations at professional meetings.
- Provide direction from agency leadership.

<b>Techniques</b>	<b>Person(s) Responsible</b>	<b>Timeline</b>
Develop agency training with practical, compelling reasons for compliance with	FWP Fisheries Bureau Chief	Ongoing

recommended procedures		
Develop presentations at professional meetings	Eileen Ryce	Ongoing
Provide direction from agency leadership	Maurier	Spring 2010

## **SPECIFIC TARGETED AUDIENCES AND EFFORTS**

### **AUDIENCE**

**Educators**

### **PROBLEM**

Montana's educators in many instances are not aware of the potential problems AIS can create.

Some educators are not aware that nonnative species that they are using in their classrooms can create potential problems if and when they are released.

### **OBJECTIVES**

- Increase awareness and understanding among teachers of the risks, problems and consequences associated with the introduction and spread of AIS in Montana.
- Change behaviors to prevent introduction and contain the spread of AIS in Montana.
- Incorporate "**Stop Aquatic Hitchhikers—Inspect • Clean • Dry**" information, and additional information on AIS and their potential impacts, in classroom curriculum.

### **MESSAGES**

- There are three easy steps to help prevent the spread of AIS:
  - "**Inspect • Clean • Dry**" your equipment before moving from one body of water to another.
- AIS are clams, mussels, plants, weeds, and disease-causing pathogens that come into Montana from other places.
- AIS can kill fish; overwhelm lakes and rivers and the plants that help keep our waters clean; reduce water-based recreation; damage gear, including boats and motors; clog Montana's water pipes and hydropower facilities; jam town water supplies; and choke off agricultural irrigation systems.

AIS can be spread when boats, vessels or anglers move from one body of water to another.

### **TECHNIQUES**

- Develop activity guides for teachers and curriculum for classrooms.
- Target AIS messages in FWP's 'Hooked on Fishing not on Drugs' classroom activities and fishing clinics.
- Include information in May Club Newsletter (FWP's newsletter that goes to classrooms involved with Hooked on Fishing not on Drugs program).
- Develop a teacher's guide to be used in science classes and at fishing clinics.

<b>Techniques</b>	<b>Person(s) Responsible</b>	<b>Timeline</b>
Develop activity guides for teachers and curriculum for classrooms	Ryce/ Cunningham/ Hagengruber	Ready for Fall 2010
Target AIS messages in FWP's 'Hooked on Fishing not on Drugs' classroom activities	Hagengruber/Ryce	Ready for Fall 2010

Include information in May Club (FWP's newsletter that goes to classrooms involved with Hooked on Fishing not on Drugs program)	Hagengruber	Each issue
Develop a teacher's guide to be used in science classes and at fishing clinics	Hagengruber	July, 2010

## **SPECIFIC TARGETED AUDIENCES AND EFFORTS**

### **AUDIENCE**

**Commercial contractors**

### **PROBLEM**

Many contractors do not know that their activities can introduce and spread AIS and thus they are inadvertently transporting AIS into and across Montana.

### **OBJECTIVE**

- Increase public awareness and understanding of the risks, problems and consequences associated with the introduction and spread of AIS in Montana.
- Change behaviors to prevent introduction and contain the spread of AIS in Montana.
- Instill regular **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** behavior among contractors when they move boats, equipment and gear one body of water to another.

### **MESSAGES**

- There are three easy steps to help prevent the spread of AIS:
  - **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** your equipment before moving from one body of water to another.
- As a contractor, you have the potential to spread AIS because of your work-related activities.
- AIS are clams, mussels, plants, weeds, and disease-causing pathogens that come into Montana from other places.
- AIS can kill fish; overwhelm lakes and rivers and the plants that help keep our waters clean; reduce water-based recreation; damage gear, including boats and motors; clog Montana's water pipes and hydropower facilities; jam town water supplies; and choke off agricultural irrigation systems.
- AIS can be spread with the equipment you use and move from one body of water to another.

### **TECHNIQUES**

- Provide **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** information for the Montana Contractors Association newsletter.
- Review contract requirements of state agencies and include inspecting and cleaning procedures in contract specification as requirements.
- Provide training for construction inspectors.
- Provide direct communication from FWP and Department of Agriculture directors to other state agency directors.

<b>Techniques</b>	<b>Person(s) Responsible</b>	<b>Timeline</b>
Provide <b>"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"</b> information for the Montana Contractors Association newsletter		Spring 2010



Review contract requirements of state agencies and include inspecting and cleaning procedures in contract specification as requirements	Ryce/Hanson	ASAP
Provide training for construction inspectors	Ryce/Hanson	On going
Provide direct communication from FWP and Department of Agriculture directors to other state agency directors	Maurier/Ron de Yong	Ongoing

## **SPECIFIC TARGETED AUDIENCES AND EFFORTS**

### **AUDIENCE**

#### **Tourism Industry**

### **PROBLEM**

While the tourism industry spends millions of dollars promoting tourism in and around Montana few in the industry are aware of the threat AIS pose to Montana waters. Montana tourism information does not include information on AIS and the potential for individuals visiting Montana to transport AIS into the state.

### **OBJECTIVES**

- Increase awareness and understanding within the Montana tourism industry of the risks, problems and consequences associated with the introduction and spread of AIS in Montana and that AIS imported by visitors have the potential to diminish opportunities and tourism dollars.
- Partner with the tourism industry to help minimize the spread of AIS in Montana via inclusion of information in Montana tourism promotional materials.
- Instill **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** behavior among visitors when they move boats and gear one body of water to another.

### **MESSAGES**

- There are three easy steps to help prevent the spread of AIS:
  - **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** your equipment before moving from one body of water to another.
- AIS are clams, mussels, plants, weeds, and disease-causing pathogens that come into Montana from other places.
- Visitors are of particular concern as many AIS are found in other states and visitors to Montana have the potential to bring them with them on their recreational equipment.
- AIS can kill fish; overwhelm lakes and rivers and the plants that help keep our waters clean; reduce water-based recreation; damage gear, including boats and motors; clog Montana's water pipes and hydropower facilities; jam town water supplies; and choke off agricultural irrigation systems.
- AIS can be spread when boats, vessels and anglers move from one body of water to another.
- Tourism dollars are dependent upon the natural resources of Montana, AIS will impact opportunity and dollars generated.
- The introduction of Zebra Mussels has caused some states to close lakes to all recreational activity.

### **TECHNIQUES**

- Initiate an informational meeting between FWP and tourism officials to encourage inclusion of messages in tourist outreach materials specifically targeting those requesting information on angling and boating.
- Develop materials for Travel Montana to use in its marketing campaigns, perhaps piggy backing on Montana's current phrase, "Nothing but natives."

Techniques	Person(s) Responsible	Timeline
Initiate an informational meeting between FWP and tourism officials to encourage inclusion of messages in tourist outreach materials specifically targeting those requesting information on angling and boating	Aasheim/Ryce	ASAP
Develop materials for Travel Montana to use in its marketing campaigns, perhaps piggy backing on Montana's current phrase, "Nothing but natives."	Aasheim/Ryce	ASAP

## **SPECIFIC TARGETED AUDIENCES AND EFFORTS**

### **AUDIENCE**

**Nursery, Pond, Pet trade**

### **PROBLEM**

Many in the trade are not aware of the laws and the potential threat that escaping AIS pose in Montana. Many are not aware that AIS can escape into the natural environment from ponds and other developed features.

Some individuals will dump/release the contents of their aquariums into lakes and streams rather than properly disposing of them.

Individuals involved in the sale of products are often not aware that the species they are marketing are misidentified, contaminated with other species or sold without consideration of the invasive potential.

### **OBJECTIVES**

- Increase awareness and understanding within the Montana nursery, pond and pet trade of the risks, problems and consequences associated with the introduction and spread of AIS in Montana.
- Instill "**Stop Aquatic Hitchhikers—Inspect • Clean • Dry**" behavior within the nursery, pond and pet trade and their customers.
- Increase awareness within the Montana nursery, pond and pet trade and their customers of the potential for plants and animals they sell or buy to end up in the natural environment.

### **MESSAGES**

- There are three easy steps to help prevent the spread of AIS:
  - "**Inspect • Clean • Dry**" your equipment before moving from one body of water to another.
- AIS are clams, mussels, plants, weeds, and disease-causing pathogens that come into Montana from other places.
- AIS can kill fish; overwhelm lakes and rivers and the plants that help keep our waters clean; reduce water-based recreation; damage gear, including boats and motors; clog Montana's water pipes and hydropower facilities; jam town water supplies; and choke off agricultural irrigation systems.
- AIS can be spread by the sale of contaminated products.

### **TECHNIQUES**

- Incorporate "**Stop Aquatic Hitchhikers—Inspect • Clean • Dry**" messages in Department of Agriculture's nursery inspection program.
- Incorporate "**Stop Aquatic Hitchhikers—Inspect • Clean • Dry**" messages in FWP's Private Pond licensing program.

Techniques	Person(s) Responsible	Timeline
Incorporate "Stop Aquatic Hitchhikers— <b>Inspect • Clean • Dry</b> " messages in Department of Agriculture's nursery inspection program	Dept. of Ag	Ongoing beginning Spring 2010
Incorporate "Stop Aquatic Hitchhikers— <b>Inspect • Clean • Dry</b> " messages in FWP's Private Pond licensing program	FWP Fisheries Div.	Beginning Spring 2010

### MISCELLANEOUS

- FWP focus on traditional targeted audiences
- Simplify
- Keep the message simple, consistent and repetitive and practical so that people will understand and comply
- Work with Simms, Orvis, Patagonia
- Survey users
- The key is changing behaviors
- How to clean boats, waders, etc. – Hot, clean, high pressure water and dry



Poster.pdf



AISFlyerPad.pdf



AISMailerFlyer.pdf



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